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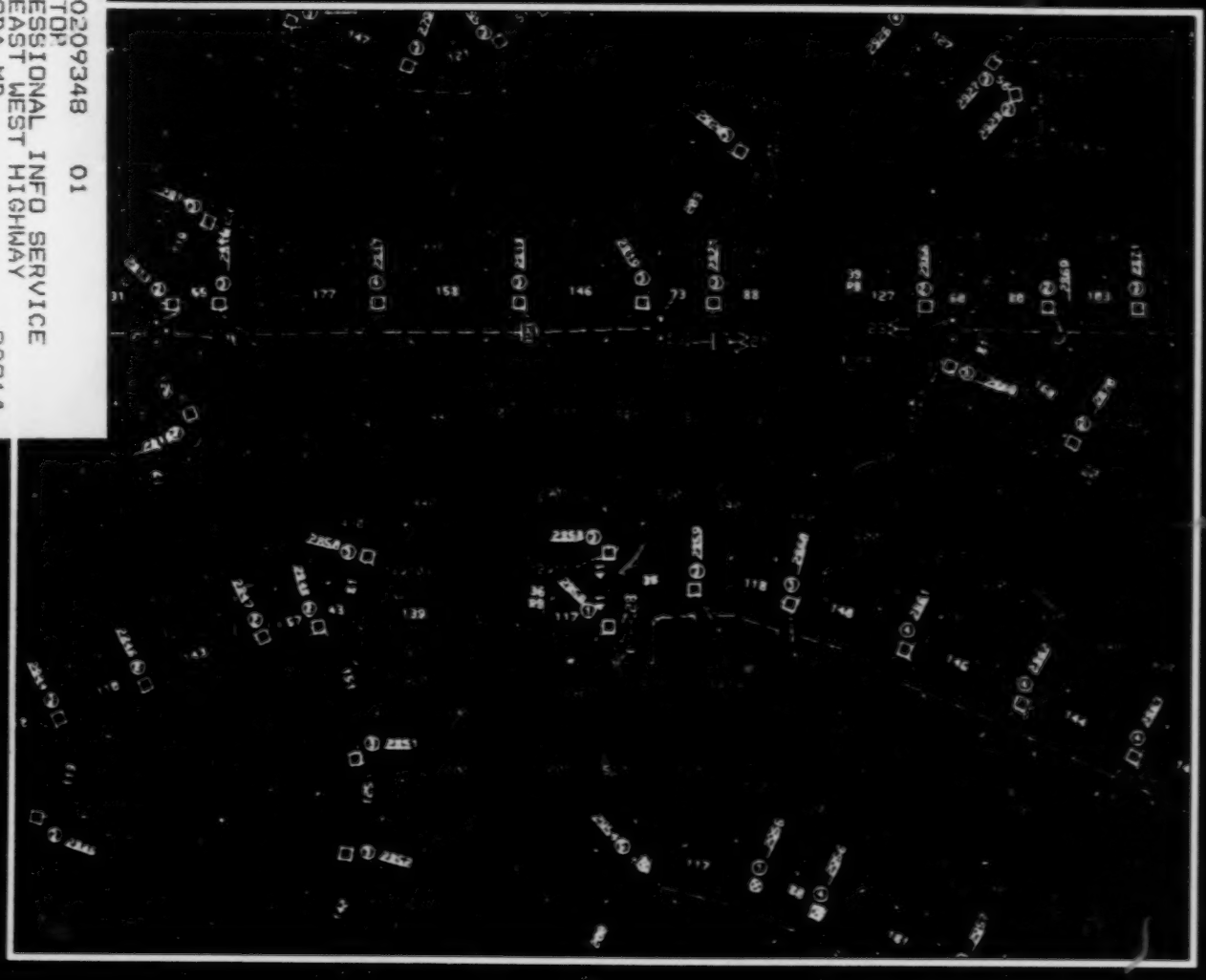


10th Annual Construction Survey:
The end to boom or bust

Leading the week.....11-26

Ad-supported cable

Ad exec encourages advertisers to take advantage of increases in audience viewership of ad-supported cable by diverting a percentage of their prime-time broadcast TV spending in that direction.

NCTA sets 1985 agenda

The National Cable Television Association targets copyright reform as its "top legislative priority" for 1985.

Allen re-elected

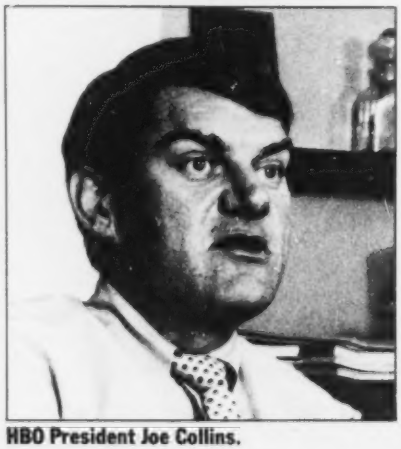
Ed Allen, president of Western Communications Inc., was re-elected NCTA chairman.

Pole attachment rates

The industry wins one battle over pole attachment rates in New Hampshire but faces a tough fight in the state of Michigan.

Cable stock jumps 16 percent since December

The stocks of the leading cable companies have soared since the first of the year, and financial analysts are crediting the Cable Act and the industry's maturity for the big gains.



HBO President Joe Collins.

HBO changes mind on SMATV distribution

In a shift of policy Home Box Office has decided not to pass up what it estimates to be $100 million annually and to distribute its services through satellite master antenna television via its affiliates.

Christmas in February

Employees of Bill Daniels were given bonuses adding up to $6 million, part of the profit from a sale of a system in Anchorage.

Scripps-Howard proposal

Scripps-Howard Cable Services Co. is proposing to the Metropolitan Cable Television Commission some technical changes in its Sacramento newbuild that it claims would save the project up to $25 million.

Cox system drops Playboy

Cox Cable Tidewater, faced with seven obscenity indictments, drops The Playboy Channel and offers Cinemax pay service as its replacement.

Showtime's campaign

The pay service launched its first direct-response advertising campaign in February in nine markets and will add another 15 this month and 12 more in April.

Latest DBS applicant

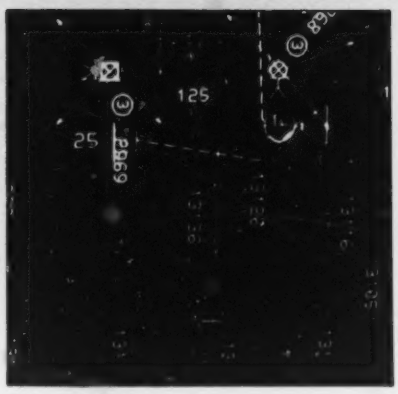
The United-financed Antares Satellite Corp. is the Federal Communications Commission's latest direct broadcast satellite applicant.

SCTE Cable-Tec Expo

With high hopes for a record turnout this year, Society of Cable Television Engineers officials say there will be a focus on the Cable Act, deregulation and management-engineering relations.

Warning in Boston

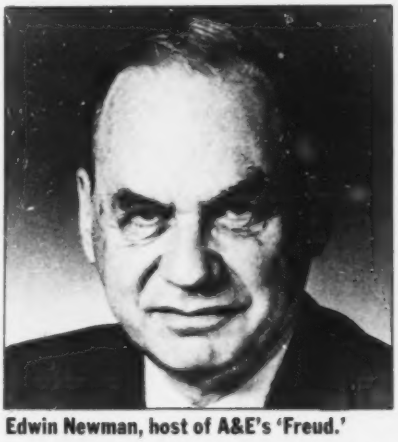
Cablevision of Boston received a warning from the city's Office of Cable Communications to resolve its customer service problems or face possible franchise revocation.



Earl V. DeWald

About the cover

Using Secagraphics' computer software, draftpersons design cable TV systems on a screen and store the maps in the computer memory. Shown is a blueprint created for Multivisions in Anchorage, Alaska. Secagraphics is a Denver-based firm specializing in computer-aided design, and data management for cable and utility companies.



Edwin Newman, host of A&E's 'Freud.'

Review 28

Reviewer Robert DiMatteo finds more than just good diction in the BBC production *Freud*, a six-part dramatic biography cablecast by The Arts & Entertainment Network. He has high praise for the series' acting, direction and teleplay.

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Flap between Detroit's City Council and mayor may delay Barden's construction schedule

DETROIT—Just as the prospects for near-term startup of cable construction here were brightening, a long-festering feud between the City Council and Mayor Coleman Young over cable television in Detroit erupted again last week, raising new concerns over when construction might begin.

By a 6-3 vote, the council refused to appropriate $29,000 to extend the city's contract with Virginia-based cable consultants CTIC Associates, complaining that Young, through the city's Cable Communications Commission, has refused to share the consultant's reports with them.

Instead, the council voted 8-1 to hire its own cable consultant to help explain why it is taking so long for construction of a cable system to begin in Detroit.

The council has been at odds with the Young Administration over cable television for months, often complaining of being excluded from franchise negotiations. Council members complain that quarterly updates from the city's cable commission are sketchy, and last year the city officials subpoenaed the cable commission's executive director, Michael Turner, to force him to appear before them and answer questions about the franchising negotiations.

The commission is trying to hammer out an agreement with Don Barden, a fledgling cable entrepreneur who in 1983 was awarded the Detroit franchise on the condition that he raise the money and start building the system by late last year. Barden has since come back to the city complaining that his original 120-channel, dual-cable, $172 million system is too expensive to build and has asked for permission to construct a 78-channel, single-cable, $152 million system instead. It is on the modified system that the cable commission is trying to reach an accord. Once it makes its recommendation to Young, he in turn will make a recommendation to the City Council for final approval.

But as animosities between the council and the Young Administration heightened, questions were raised as to whether cable television might be caught in the crossfire.

"If they are not going to send it (information) to us," Councilwoman Barbara-Rose Collins said last week, "if they are going to act stupid like that, then I'll act stupid and vote against anything connected to cable." Added Councilman Mel Ravitz, "I've advocated as far back as September that we start fresh and seek new bids. This whole matter has been delayed by someone's desire to start with a company that couldn't do what it promised to do."

> ***"I think this (political infighting) makes people look negatively on Detroit."***
>
> Dan Barden

The council has repeatedly voiced its unhappiness with the modified system Barden is hoping the city will approve, arguing that the small cable company was selected because it offered the most attractive package and that now that package was being reduced. Council members also fear the city might somehow be mired in lengthy and expensive litigation should an unsuccessful bidder for the city's franchise sue if Barden is granted concessions.

Ironically, this latest flap occurs at a time when Barden was just beginning to overcome his most serious impediment to building the system—money. As reported in the Feb. 18 issue of *CableVision* Barden announced he had received a commitment from New York-based Hundred East Credit Corp., a financing affiliate of North American Philips, to serve as the head of a consortium of lending institutions that would raise the $100 million needed for Barden to build his system. Hundred East Credit Corp. also is committed to loaning Barden $10 million itself so construction can begin as early as this summer, and the New York-based investment house of Drexel Burnham Lambert has agreed to seek an additional $50 million from Wall Street investors for the system.

While Barden continues to try to raise the rest of the money, the flap between the City Council and city hall raises the possibility that Barden could be rejected more for political reasons than for any deficiencies in his system.

"We're caught in the crossfire," said Barden from his downtown high-rise office. "I think this (political infighting) makes people look negatively on Detroit. I just hope we can move this thing forward. If I wasn't on the 21st floor, I'd jump."

—Stephen Advokat

Cablevision Systems cuffs 23 for theft of service in Nassau

WOODBURY, N.Y.—Nassau County police late last month arrested 23 residents and bar owners for theft of cable service, a crime punishable in New York State by a fine of $1,000 and/or a year in jail.

The arrests were the first sought by Cablevision Systems, the company that operates a 235,000-subscriber system in Nassau County and parts of Suffolk County.

Last May the nation's 15th-largest MSO won $34,000 in damages from four homeowners and four tavern owners who reportedly pirated cable service. In October the company won damages of more that $1 million against a distributor of illegal cable equipment.

In announcing the arrests General Manager Rusty McCormack cautioned: "The public should be warned that Cablevision and the Nassau County police department will continue to pursue criminal charges—as well as civil remedies—against each and every business and resident stealing cable service."

Cablevision officials estimate that municipal governments in its Long Island service area lose at least $500,000 each year in franchise fee payments that would otherwise be collected if all those who pirate its cable service became paying customers. *—Sally Russell*

Correction

Several transactions that should have been attributed to John Waller Capital Corp., New York, were omitted from a chart appearing in the "Cable Brokers' Report" of Feb. 18, 1985, p. 31. In addition to the sales brokered by the company that are listed in the article, the following system sales also closed in 1984 and should be counted, as well (listing in order of location, buyer, seller, subscribers and homes passed):

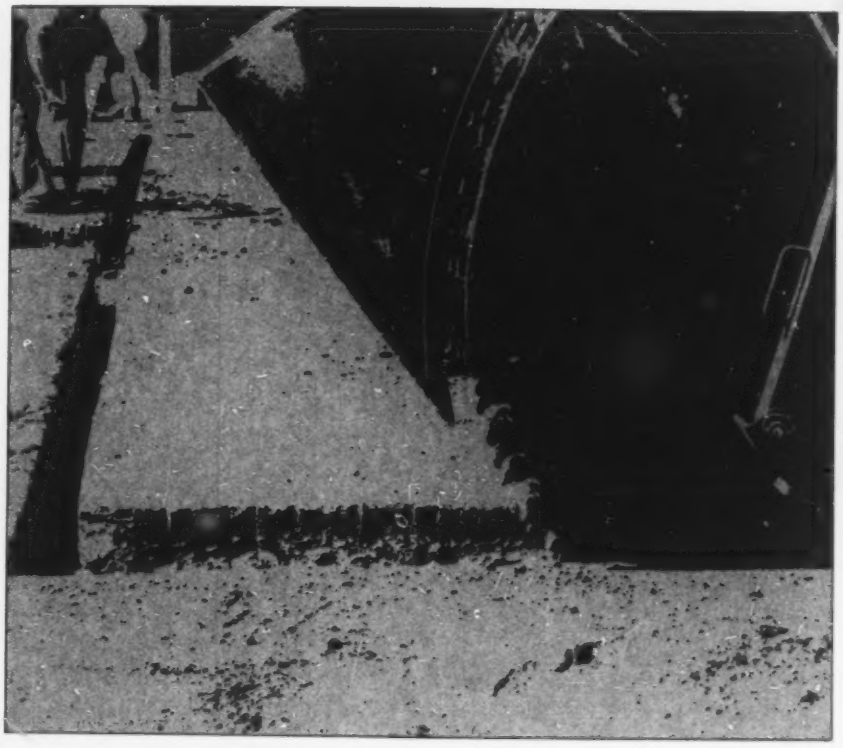
- Lewisburg, W. Va.; Cable Management Associates, Inc., Greenbriar Cable Corp.; 2,500; 2,700.
- Keyser and Mineral, W. Va.; Frostburg, Midland, Woodland and Lonaconing, Md.; Cable Management Associates Inc.; Allegheny Cablevision Keyser Television Co.; 12,000; 14,000.
- Korban, Ky.; High Industries Inc.; Southern Cable Corp.; 5,400; 6,500.

Slow but steady:

The new era in CATV construction

Construction survey of MSOs shows pace is leveling off at a volume smart vendors can live with.

By Fred Dawson with Cecilia Capuzzi



"There's money to be made in cable, but you must know the business and the products and prepare for it. . . ."

Michael Johnson
Advanced Communications Inc.

It's been a long fall from the halcyon days of 1982 when, by *CableVision*'s estimate, operators spent some $1.756 billion to build, rebuild and upgrade cable plant. In 1984, according to findings from the magazine's current annual construction survey, the spending was at $1.138 billion—$618 million, or 35 percent, off the record pace set two years earlier.

But if the precipitous drop has been cause for painful readjustments, ranging from plant closings to mergers and consolidations and, in a few isolated instances, total collapse, the good news is that vendors of all stripes in the cable construction market probably have seen the worst of the upheavals and uncertainties occasioned by the rush to wire America. In 1985 operators plan to spend about what they did in 1984—some $1.165 billion, representing a further decline in total plant mileage but a slight increase in outlays as a result of higher spending for underground wiring and purchases of addressable gear.

Underground market

Total newbuild plant mileage projected for 1985 is 38,792, against 39,954 last year. But the underground mileage share of this total actually is up, going from 11,353 in 1984 to 12,714 in 1985, or from 21 percent of total newbuild plant mileage to 33 percent of the total.

This is a good sign for the long-term prospects in cable construction, since it points to a solid, steady expansion of plant that is not dependent on contracts for new franchises. Noted Gordon Halverson, vice president of CATV sales and marketing for Anixter Communications, "We are finding there is still a solid, strong underground market, attributable to extension, rebuilds and upgrades. . . . Underground has probably picked up the slack in the business."

Halverson's observation also is borne out in the 1985 replacement plant construction mileage totals, which show 8,517 of the projected 31,034 in total miles to be underground, as against

Construction forecast

Construction expenditures

New plant construction (in miles)	1984 actual	1985 projected
Underground	11,353	12,714
Aerial	28,601	26,078
Total	**39,954**	**38,792**
Cost ($ in thousands)		
Antennas and towers	$ 3,165	$ 3,476
Microwave equipment	22,742	20,236
Headend	20,008	23,588
Line amplifiers	90,121	89,386
Cable, trunk & feeder	119,424	116,699
Cable, drop	59,679	58,350
Taps and outlets	19,555	17,381
Converters - Non-addressable	94,636	89,386
Converters - Addressable	130,411	136,631
Off-premises addressable systems	4,642	16,692
Earth stations	19,215	18,620
Traps	25,614	24,830
Studio and mobile production gear	21,059	24,209
Construction services (make-ready, strand mapping, etc.)	39,422	37,129
Construction labor & equipment	252,800	248,480
Total	**$ 922,493**	**$ 925,093**
Replacement plant construction (in miles)		
Underground	7,246	8,517
Aerial	21,512	22,517
Total	**28,758**	**31,034**
Cost ($ thousands)		
Antennas and towers	$ 2,314	$ 2,540
Microwave equipment	13,161	14,715
Headend	15,202	17,184
Line amplifiers	59,811	65,092
Cable Trunk & feeder	76,653	84,984
Cable, drop	39,326	42,492
Taps and outlets	10,414	12,654
Total	**$ 216,881**	**$ 239,661**
Grand total	**$1,139,374**	**$1,164,754**

The results of this survey are derived from a sampling of MSOs and manufacturers, and are estimates based upon information supplied to CableVision. All numbers and company references have been held in strict confidence.

7,246 of 28,758 replacement plant miles registered in 1984.

Stabilization

Clearly, a major change in the marketplace has occurred that bodes well for those vendors who have survived the boom-or-bust era just ending. While some portion of the mileage totals of 1984 and 1985 represent new franchise commitments, that portion has dwindled significantly to the point that the total of 69,826 new and replacement plant miles slated for 1985 probably is a good gauge of what the industry can expect to be adding each year, at last for the next five years as the remaining major city projects are completed.

Several MSO executives, whose individual company statistics are kept confidential in *CV*'s survey, indicated the lion's share of their plant mileage totals reflects efforts to keep up with population growth and a predictably consistent yearly attrition in aging plant. "We've completed all our franchises," noted one vice president of engineering. "Our newbuild total for 1985, which is off slightly from 1984, and our replacement plant total, which is about the same, probably won't change too much from year to year, given the growth and aging factors."

As rough as the past two years of rapidly declining construction outlays have been, manufacturers, contractors and distributors have shown remarkable versatility in adapting to the new marketplace reality.

Most significantly, a suprising number of manufacturers have been pumping out new CATV product as if it were still 1982, knowing that if there is a more efficient piece of hardware to perform a given task, cost-conscious MSOs, with their ever-expanding subscriber bases, have the money and the inclination to spend it.

The converter market

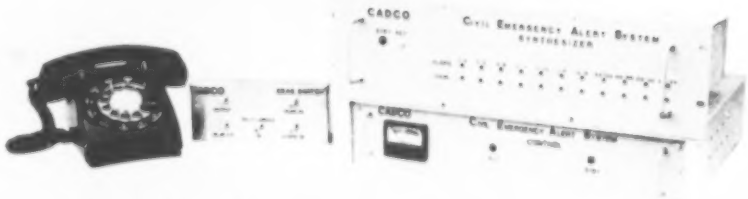
The most visible category of such developments is the converter field, and for obvious good reason. This year's *CV* survey shows MSOs expect to spend about $243 million on converters. Given that new franchise commitments account for a relatively small portion of the projected 1985 spending totals and that converters are among the fastest aging components of an operator's hardware, this part of the CATV market is likely to remain strong for a long time to come.

Out of the total to be spent in 1985 on converters, $137 million is pegged for addressable boxes and another $17 million is slated for off-premises gear. This last figure has to be encouraging to the eight manufacturers—Times Fiber, E-COM, Texscan, C-COR, Pico, Toshiba/ATC, Blonder-Tongue and Augat—who stuck their necks out to invest in the R&D for these products and then endured the long effort to convince operators that the out-of-home approach to addressability is workable and affordable. A year ago only Times Fiber and Texscan had secured significant contracts for commercial application of these products; today all eight have off-premises product operating in the marketplace, beyond the test phase.

Glen Tongue, manager of new business development at Blonder-Tongue, said the firm's Guardsman represents its major thrust in CATV right now and that he expects a "tremendous switchover" to off-premises gear. He said he anticipates cable sales for his company will increase 10 percent in 1985 and that "a significant part of the growth will come from addressable product."

Similar optimism in the off-premises potential was expressed recently in an interview with Colin O'Brien, chairman and CEO of Times Fiber. Noting that

Going for—
New or Renewed Franchise?
Rate Negotiation?
Public Relations?



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after coming on board in early 1984 following his long tenure at Jerrold he was given carte blanche by company directors to abandon Mini-Hub II if it wasn't going to sell, O'Brien said he did just the opposite, not only staying with the product but pushing it hard.

Of course it isn't just plant expansion, increasing penetration and product obsolescence that is driving the converter market. A major incentive in manufacturers' continuing R&D in this area has been the need to lick the theft-of-service problem in a cost-effective way. The latest round of in-home and off-premises product introductions has been aimed at doing just that.

Product innovation

But new product rollouts have continued in other categories, where the only incentive is the new and replacement plant construction demand. Refinements in amplifiers, for example, have continued apace through the falloff in CATV demand, with most manufacturers rolling out 550 MHz gear during that period and one—Magnavox—going all the way to 600 MHz.

The innovations have paid off, often providing rising sales for the purveyors of new products even as the overall CATV market has plunged. Gary Hatch, vice president of sales and marketing for Antenna Technology Corp., noted this phenomenon when discussing his firm's multibeam antennas, which can see up to 20 satellites at one time. "Our business is continually growing," he said. "We've grown 15 percent since 1983; we expect another 15 percent growth into next year"—this despite the fact that the company's Simulsat antennas sell in the $10,000 to $80,000 range, which is only affordable in larger cable systems.

Satellite antenna manufacturers generally have been able to keep sales above the descending spending curve in CATV, thanks to the demand for multibeam receive capabilities. Most of the major companies in this field have introduced multibeam components over the past two years, allowing operators to retrofit dishes already in the field to facilitate reception of up to four birds at one time.

Another important area of product sales growth has been ad insertion equipment and other components of cable system studio production gear. While many operators have won concessions from franchise authorities involving cutbacks in studio commitments and, overall, there aren't nearly as many new systems being built requiring studios as they were three years ago, production equipment, as a percentage of overall CATV equipment expenditures, has more than held its own through that three-year span.

In 1982 such outlays represented 2 percent of overall spending in the new plant arena. In 1985 the survey shows projections call for $24 million in outlays, or 2.6 percent of the spending total. Given mounting demand for advertising sales capabilities at the system level, it could well be that this element of CATV spending is just beginning to take off.

Even more important to the hardware suppliers is the looming surge in demand for equipment that can deliver stereo sound from broadcast television stations. A spate of stereo adapter gear and stereo-compatible converters is entering the product flow, with the likelihood that, long-term, the market will be limited only by the total number of subscribers taking cable.

Diversification

Along with product innovation in the CATV field, diversification into related communications markets has been a buoying counterforce to the overall sag

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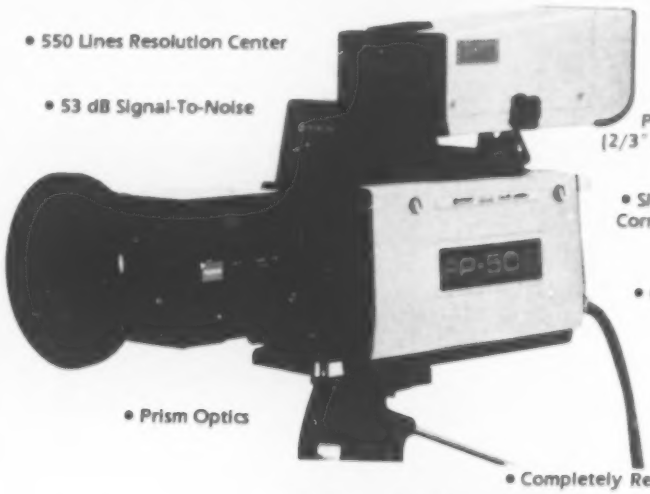

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in CATV demand.

While Antenna Technology, for example, has benefited from the uniqueness of its product innovations within the CATV market, Hatch readily acknowledges a need to seek new markets. "We've got a niche," he said, "but if we rely solely on the cable industry we'll have a problem. . . . We have been looking into other areas, like broadcast and corporate satellite downlinks."

The opportunity to take CATV-nurtured expertise into other fields has been particularly well demonstrated by C-COR, which has been its sales in data modems, LAN amplifiers and other products in the business communications field take over as the largest component in its sales mix during the past two years.

But rather than leading to an abandoning of the CATV market, this diversification has allowed C-COR to ensure the revenue growth essential to financing further development of both CATV and non-cable product, without registering large losses. In fact, despite considerable R&D outlays, including startup in manufacturing the new Quick-Alert status monitoring system and the SCAT off-premises addressable converter system, C-COR's latest income statement showed the first half of its fiscal year produced a profit of $298,000 on sales of $13.4 million, as against $538,000 on sales of $7.6 million a year earlier. Without the strong sales boost coming from the data side of its business, C-COR's costly CATV product startups probably would have produced red ink.

Times Fiber is another firm that has been able to take its know-how from cable into other areas. Having developed an analog transmission technology for fiberoptics, as against the standard digital mode employed in fiber, to accommodate the needs of the CATV environment, Times Fiber now is able to take its unique fiber systems into the burgeoning local area network business and other fields where special situations call for fiber-delivered analogue signals.

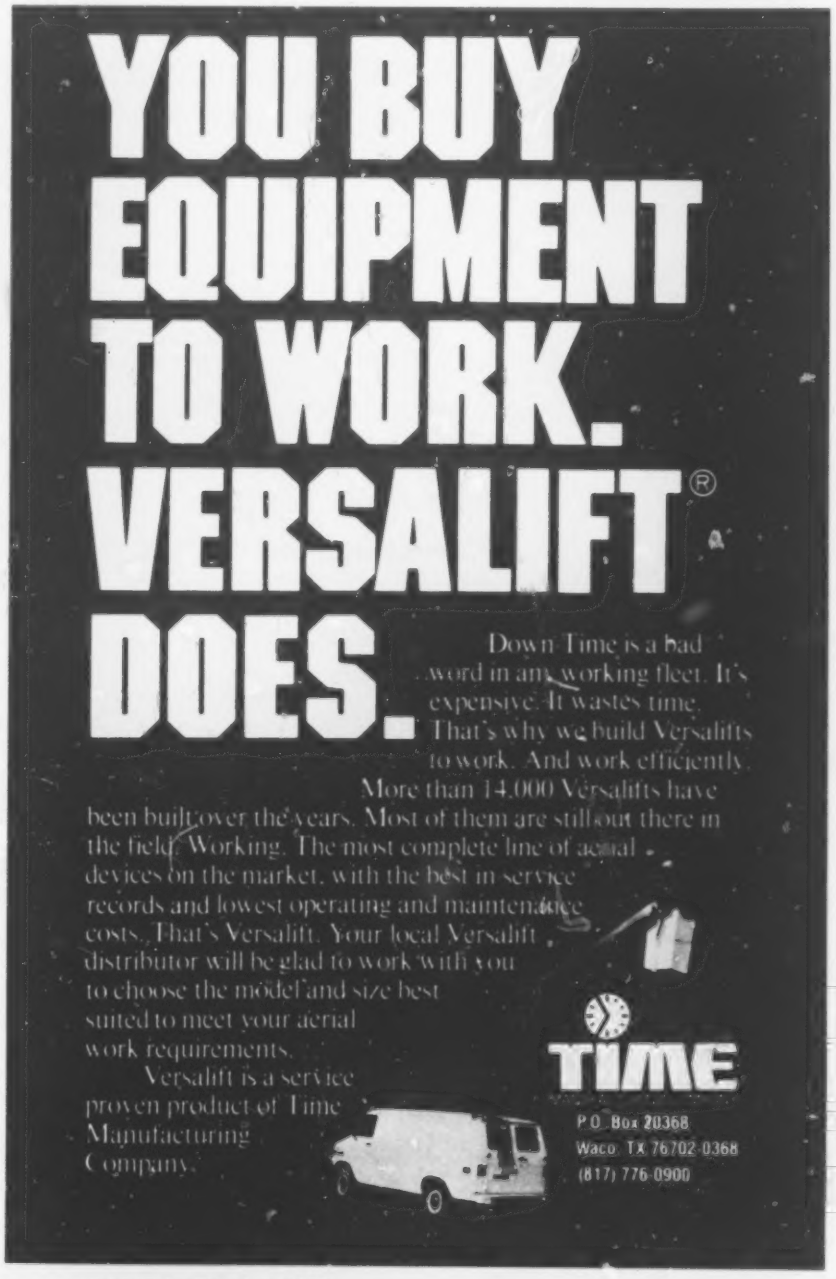
Diversification also has been an important part of the game plan for other entities heavily involved in the CATV construction market, including contractors and distributors. Surprisingly, while some of these firms have suffered significant losses and others have folded, many have prospered and grown during the period of CATV construction decline.

A case in point is the construction company formerly known as Advanced Cable Industries. Now called Advanced Communications Inc., the business "is doing fairly well," according to Michael Johnson, president. "But in order to do that, we have diversified. We're slowly building into new fields." These include security and alarm systems for cable and private institutions, phone systems and pre-wiring for builders in instances where cable companies have run out of money to fund such projects.

"The business is what you make of it," Johnson said, noting that he still has 75 percent of his sales in cable. "There's money to be made in cable, but you must know the business and the products and prepare for it. . . . What was rebuilt 10 years ago can be rebuilt now. The new construction companies that are good will be left with the rebuilds. Nobody's going to get like Ma Bell with 10 million trucks out there."

Forecasting

Knowing the business and preparing for the trends also has been the key to success at Jackson Enterprises, another major CATV construction firm. "We've just put more people on our sales staff," said John Jackson, general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manager. "Our business was up three and a half times over 1983 in 1984, and we expect 1985 to be about the same."

Jackson cited several reasons for the growth. "We have diversified somewhat into system designing," he noted. "We're also trying to make more contact with people out there for a better handle on what's going on. The biggest indicator (for business activity in the rebuild area) is the age of the systems. Typically, systems 10 years old and older are candidates. We keep an eye on the franchising calendar."

Jackson also noted the buying habits of operators as a plus for his firm. "There are more quality-conscious buyers out there," he said. "Operators are taking a more professional approach with evaluating the services offered. That's a plus for us, since we're positioned at the top end in price range and quality. The general philosophy among operators is an attitude that you get what you pay for. They're starting to make some evaluations now."

Another construction firm weathering the decline in activity without major problems is AM Cable TV, thanks in part to diversification. According to Tom Saldi, president, sales in the current fiscal year are up over last year.

"We've got a niche. . . but if we rely solely on the cable industry we'll have a problem. . . ."

Gary Hatch
Antenna Technology Corp.

The firm now has three divisions—construction, E-COM and Network Technology. E-COM is a manufacturer of modems and the off-premises addressable Tier Guard systems. Network Technology handles local network installations for financial institutions, universities, hotels and office buildings. Local area networks often use coaxial cable, Saldi noted, allowing firms like AM Cable to employ their CATV construction expertise in this booming field.

"When AM was formed," he said, "it was a $30 million company. We were not going to get to $100 million in the construction business, so we bought E-COM about two years ago."

Saldi said construction now represents between 50 and 60 percent of the company's sales, and with several major city startups scheduled in the next year or so, he anticipates his firm will continue to have a healthy share of its revenues flowing from construction activity.

Another CATV construction firm relying on diversification to pad its bets is RT/Katek. "We've been on a fairly steady growth pattern for five years," said Tom Polis, executive vice president. However, with the pace of

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growth slowing, "we had to diversify," moving into such fields as fiberoptics installation, installation work for the phone company and more activity as "full-blown turnkeys and management turnkeys.

"To survive in the environment out there today," Pollis said, "a company has to be diversified so it is not totally dependent on new construction. We had to become engineering-oriented and staff ourselves for materials management. The way we see it, anyone banking strictly on CATV construction in the next two years is banking at the wrong bank."

Product distribution

Nowhere has the construction slowdown hit harder than in the product distribution side of the business. Price-cutting combined with declining demand hurt a lot of suppliers over the past two and a half years, to the point that one major concern, North Supply Co., has opted to get out of the cable television market with a decision to reorient its focus in the telecommunications supply arena where the company got its start.

But some distributors have done well, despite the shakeout. Bill Whiteley, president of CWY Electronics, reported

that 1984 was a good year for his firm, despite "some squeezing on pricing because of a lot of unloading of inventory." And he anticipates 1985 will be another good year.

CWY's success has stemmed in part from its diversification into supplying line construction gear for the SMATV and hospital markets. "We had a 38 percent increase in business in 1984," Whiteley said. "We did a tremendous amount of condominium and multidwelling unit growth. We never dropped any inventories."

Anixter's Halverson, in addition to seeing underground construction as an important factor in the market outlook, noted other areas where, despite an overall drop in construction activity, business prospects bode well for firms like his. "People are concentrating more on subscriber penetration and increasing the number of hook-ups," he said, "so that's reflected in the product sales. We'll see it continue to increase as there's downturn in the number of urban builds and operators focus their attention on increasing basic subscribers. We anticipate an increase in subscriber installation product—like passers, splitters, transformers and drop hardware for installs in the home."

He also noted that "we've seen increases in distribution (electronic products) where operators are upgrading electrical equipment in the field and doing retrofitting of product to upgrade from 350 MHz to 450 MHz, for example."

On the downside, Halverson noted, "Headend and earth station sales are slow—slower than two years ago. The base is pretty well saturated, although we do see a movement of multibeam

feed retrofits on existing earth stations."

Despite an overall market decrease which Halverson estimates to have been at 20 percent over the past year, he said, "We've been fortunate in that our sales haven't dropped off. We're more closely tied to the rebuild and upgrade markets than other suppliers. And we have maintained some growth, primarily as a result of adding new product line in 1983 and 1984, broadening our product base." Halverson said the company added such products as Alpha Standby power supply, Channel pedestals, Regal passes and Supersafe apartment house enclosures for high risers during that period.

He also noted that the company has increased the number of locations in which Anixter's inventory can be stored, making it "more accessible to the cable operator."

In 1985, he said, "we plan to continue to increase specific product line sales. We want to increase our sales of distribution electronics for the upgrade and retrofit CATV market. We want to continue to increase our share of the headend electrical supply market and of set-top converters. We have a full range of non-addressable converters, which has been a solid product line for us."

"We are finding there is still a solid, strong underground market, attributable to extension, rebuilds and upgrades. . . ."

Gordon Halverson
Anixter Communications

Halverson added, "We feel the marketplace now is maturing as more of a distribution industry, such as the electric and power markets or like the phone company. Once huge growth is over, the distributor tends to be the primary supplier to these industries."

The challenge

The challenge facing all firms involved in the CATV construction business was summed up well by Ken Kennedy, executive vice president of Eagle Comtronics, manufacturer of security products, including traps and converters. "The competition is strong," he said. "We're successfully maintaining our market share, but we're constantly upgrading our product and working on new products and trying to keep abreast and ahead of the competition."

He, like many others in the business, is confident the challenge will be met. "We expect a resurgence in sales," he said. "The long-awaited cable deregulation will have a positive effect on sales and feed down to the equipment manufacturers. We feel positive about the future of cable. As a telecommunications delivery system, it's the most effective."■

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March 4, 1985

Film product comparison—March

Film	Pay Networks					Distributor
Adventures of Marco Polo, The		ST*				S. Goldwyn
Agatha					MAX	Warner Bros.
Alice in Wonderland				HTN		Universal
All Night Long			TMC*			Universal
All The Rivers Run	HBO					Crawford Productions
Alphabet Murders, The		ST				MGM
Amazing Mr. Blunden, The		ST*				M. Klein
Amityville II: The Possession					MAX*	DeLaurentiis
Animal Talk		ST				Cos Films
Around the World in 80 Days			TMC	HTN		Warner Bros.
Award!			TMC*			MGM/UA
Baby, It's You			TMC*			Paramount
Ball of Fire			TMC		(MAX)	Goldwyn
Barbarella			TMC			Paramount
Best Years of Our Lives, The		(ST)	TMC		MAX	S. Goldwyn
Beulah Land Pt. I and II					MAX*	Columbia
Black Stallion Returns, The	(HBO)	(ST)	TMC	HTN		MGM/UA
Blue Lagoon		ST			MAX	Columbia
Blue Skies Again	(HBO)	(ST)	(TMC)		MAX	Warner Bros.
Brady's Escape			TMC*	(HTN)		Satori
Brainstorm		ST	TMC		(MAX)	MGM/UA
Bridge to the Sun		ST				MGM
Brian's Song			(TMC)	HTN	(MAX)	Columbia
Brink's Job, The	HBO				(MAX)	Universal
Buddy System	(HBO)		TMC*	(HTN)		20th Century-Fox
Bustin' Loose					MAX	Universal
Catherine & Co.			TMC*			Film Gallery
Chariots of Fire			TMC		MAX*	Warner Bros.
Charlie Chan and The Curse of the Dragon Queen					MAX	American Communications
Chiaich & Chang Still Smokin'		(ST)	TMC*			Paramount
Christine	HBO				MAX	Columbia
Cimarron			TMC			MGM/UA
Circle of Power		ST*				Interfilm
Clash of the Titans		ST*				MGM/UA
Class	(HBO)		TMC		MAX	Orion
Class Reunion			(TMC)		MAX*	ABC
Come and Get It		ST			(MAX)	Goldwyn
Destract On Cherry St					MAX	Columbia
Crackin' Up	HBO		TMC	HTN		Warner Bros.
Crimebusters			TMC			MGM/UA
Cross Country	(HBO)	(ST)			MAX	New World
Cujo	HBO	(ST)	TMC*		(MAX)	Warner Bros.
Dark Crystal, The	(HBO)	(ST)			MAX*	Henson
Day For Night			TMC			Warner Bros.
Day the Women Got Even, The					MAX	TLF
Dead Zone, The		ST	(TMC)			Paramount
Deal of the Century		ST*			(MAX)	Warner Bros.
Death Wish II		ST*				Viacom
Dirty Night's Work			TMC			Ezrel
Doctors and Nurses			TMC*			Satori
Dog Day Afternoon	HBO					Warner Bros.
Dog of Flanders, A	HBO*			(HTN)		UPA
Dracula		ST*	(TMC)		(MAX)	Universal
Dresser, The					MAX	Columbia
Earthling, The			(TMC)		MAX	Orion
Easy Rider			(TMC)		MAX*	Columbia
Electric Glide In Blue			TMC			MGM/UA
Emanuelle on Taboo Island					MAX	Wrightwood
Exposed			TMC			MGM/UA
Fanny and Alexander	(HBO)		TMC*			Embassy
Fatty Finn		ST				Satori
Fedora					MAX	Lorimar
Profiles					MAX	Universal
Field Blood	HBO*					Anabasis Investments
Fitzcarraldo			TMC*			Viacom
Forbidden	HBO					Jozak/Decade
Force of One, A			TMC			Viacom
Forced Vengeance		TMC				MGM/UA
Fort Apache: The Bronx	HBO					TLF
Friends For Life				HTN		Corinth
Frightmare			TMC*			Atlantic
Gandhi	(HBO)		TMC*		(MAX)	Embassy
Gift, The		ST				Goldwyn
Goin' All The Way		(ST)	TMC		(MAX)	Shapiro
Gorky Park	HBO				(MAX)	Orion
Halloween					MAX*	Compass
Hanover Street	HBO				(MAX)	Columbia
Harry and Son	HBO					Orion
Hercules		ST*	TMC			MGM/UA
Horror Planet			TMC			Almi
Hot Dog the Movie	HBO	ST	TMC			MGM/UA
Hotel New Hampshire	HBO					Orion
H.O.T.S.					MAX	Blum Group
Hot Stuff			(TMC)	(HTN)	MAX*	Columbia
Hunger, The	(HBO)	ST				MGM/UA
Hunter, The				HTN*		Paramount
Ice Castles				HTN*	(MAX)	Columbia
Ice Pirates	HBO	ST	TMC	HTN		MGM/UA
Invasion of the Body Snatchers		(ST)	TMC*		MAX*	MGM/UA
Jack the Giant Killer			TMC			MGM/UA
Jaguar					MAX*	MGM/UA
Jinxed	HBO		TMC			MGM/UA
Journey, The		ST				MGM
Joysticks		ST*				Simcom
Kentucky Fried Movie					MAX*	UFD
King of Hearts			(TMC)	HTN		MGM/UA
Knot					MAX	Columbia
Lady on the Bus		ST			(MAX)	Atlantic
La Cage Aux Folles			TMC*			MGM/UA
Last Fight		ST				Best Films
La Traviata			(TMC)	(HTN)	MAX	Universal
Laughter in Paradise					MAX	Janus
Let's Spend the Night Together	HBO	(ST)	(TMC)		(MAX)	Embassy
Little Darlings			TMC*			MGM/UA
Little Detective		ST				Satori
Little Foxes, The					MAX	S. Goldwyn
Lonely Guy, The	(HBO)		TMC			Universal
Lonely Lady, The	(HBO)		(TMC)		MAX	Universal
Lone Wolf McQuade	HBO*				(MAX)	Orion
Man, Woman and Child		(ST)	TMC*			Paramount
Marvelous Land of Oz				HTN		Universal
Max Dugan Returns	HBO	(ST)	TMC	(HTN)		20th Century-Fox
Metal Storm			TMC			Universal
Midsummer Night's Sex Comedy, A		(ST)			MAX	Warner Bros.
Misty	HBO*			(HTN)		UPA
Mixed Company			TMC*			MGM/UA
Moonlighting				HTN		Universal
My Favorite Year	HBO				(MAX)	MGM/UA
My Mother Was Never A Kid	HBO					Learning Corp. of America
Nana			(TMC)		MAX*	Viacom
Neighbors		ST				Columbia
Night Full of Rain			TMC*			Warner Bros.
Night of the Zombies		ST				Blum

MacLaine and Niven star in 'Around the World in 80 Days.'

1990: The Bronx Warriors			TMC			UFD
Now and Forever		ST*			(MAX)	Universal
Octagon, The			TMC			Viacom
Octopussy	(HBO)	(ST)	(TMC)	HTN	(MAX)	MGM
Oliver and the Artful Dodger	HBO					World Vision Enterprises
One and Only, The	HBO		TMC			Paramount
One Flew Over The Cuckoo's Nest	(HBO)		TMC		(MAX)	MGM/UA
Operation Kid Brother			TMC*			MGM/UA
Optimists, The			TMC			Paramount
Percy		ST*				Viacom
Porky's: The Next Day	(HBO)		TMC			20th Century Fox
Private Eyes, The					MAX	Private Eyes Partners
Private Lessons					MAX	Universal
Private School		ST			(MAX)	Universal
Psycho II	(HBO)		(TMC)		MAX*	Universal
Pulp			TMC*			MGM/UA
Purple Hearts	HBO		TMC			Warner Bros.
Puss In Boots				HTN		Universal
Race for the Yankee Zephyr			(TMC)		MAX	Hemdale
Racing With the Moon		ST				Paramount
Raffles					MAX	S. Goldwyn
Raiders of the Lost Ark	(HBO)	(ST)	(TMC)	(HTN)	MAX*	Paramount
Raise the Titanic		ST				AFD
Rear Window				HTN		Universal
Reckless	HBO		TMC			MGM/UA
Reckless Disregard		ST				Showtime
Red Danube		ST				MGM
Revenge of the Ninja	HBO*	(ST)	(TMC)			Viacom
Rich, Young and Pretty		ST				MGM
Risky Business		ST	(TMC)		(MAX)	Warner Bros.
Rollover			TMC		MAX	Warner Bros.
Romantic Comedy		ST				MGM/UA
Runaway Island			TMC			Grundy
Sahara	HBO	ST	TMC			Viacom
Sara and the Squirrel				HTN		Satori
Secret Life of Walter Mitty	HBO				(MAX)	S. Goldwyn
Shipwreck!			(TMC)		MAX	Warner Bros.
Slumber Party Massacre		ST				Viacom
Smilin' Through		ST*				MGM
Smoky and the Bandit Pt 3				(HTN)	MAX	Universal
"Soggy Bottom U.S.A."			(TMC)	HTN	MAX	Comworld
Somewhere In Time	HBO	(ST)	(TMC)	(HTN)		Universal
Somehwere Tomorrow		ST		HTN		Films Gallery
Song Is Born, A		ST				Goldwyn
Sounder	HBO					UPA
Space Raiders	(HBO)	ST				New Horizons
Spirit of St. Louis			TMC			Warner Bros.
Splash	HBO		TMC		MAX	Buena Vista
Springbreak	(HBO)				MAX*	Columbia
Spy With My Face		ST				MGM
Stacy's Knights				HTN	MAX	Crown
Star Chamber		ST				20th Century-Fox
Staying Alive		ST*	(TMC)			Paramount
Stay Hungry			TMC*			MGM/UA
Sting II, The		ST	(TMC)	(HTN)	(MAX)	Universal
Superman III	HBO*	(ST)	(TMC)	HTN	(MAX)	Warner Bros.
Surf II	HBO	ST				Film Gallery
Talent For Murder		ST				Showtime
Tale of Four Wishes		ST*				Cos Films
Terms of Endearment		(ST)	TMC			Paramount
They Got Me Covered					MAX	S. Goldwyn
This Is Spinal Tap	HBO					Embassy
Three Little Words			TMC			MGM/UA
Timewalker			TMC*			Wescom
Tin Drum, The			TMC			Viacom
To Begin Again			TMC	(HTN)		20th Century-Fox
Tom Sawyer		ST*	(TMC)		MAX	MGM/UA
Triumphs of a Man Called Horse			(TMC)		MAX*	Andrews
Twice Told Tales		ST				MGM
Twilight Zone The Movie		ST*			MAX*	Warner Bros.
Two of Hearts	HBO					Rainbow TV Works
Unfaithfully Yours	HBO	ST	TMC	HTN		20th Century-Fox
Unmarried Woman, An	HBO					20th Century-Fox
Until They Sail		ST				MGM
Valley Girl	(HBO)		TMC*		(MAX)	Atlantic
Vertigo				HTN		Universal
Videodrome	HBO		TMC			Universal
Vigilante			TMC*			FAW
Warlords of Atlantis					MAX	Columbia
When a Stranger Calls			TMC*			Viacom
Wicked Lady, The	(HBO)		(TMC)		MAX	Viacom
Wings			TMC			Paramount
Wiz, The		(ST)		HTN	(MAX)	Universal
World's Greatest Lover, The			TMC			20th Century-Fox
Young Nurses, The					MAX	Viacom

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in October, November, December, January, February and/or March.
- An asterisk indicates the film is a carry-over from October, November, December, January, February and/or March.
- In total, 209 films appear on the March schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, three films have played on all five services, nine films have played on four of the five services, 27 films have played on three services and 54 on two services. One hundred and sixteen were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 40 followed by Universal with 24 and Warner Bros. with 15.

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	253,973	(1/85)
2.	Woodbury (Long Island), NY Development	Cablevision Systems	235,000	(10/84)
3.	Manhattan, NY	ATC	208,900	(12/84)
4.	San Antonio, TX	Rogers Cablesystems	198,469	(1/85)
5.	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
6.	Houston, TX	Warner Amex Cable	181,800	(1/85)
7.	East Orange, NJ	MacLean Hunter Cable	171,017	(1/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Wayne, NJ	UA Cablesystems	135,279	(1/85)
10.	Cincinnati, OH	Warner Amex Cable	129,500	(12/84)
11.	Englewood, CO	United Cable	125,000	(12/84)
12.	Audubon, NJ	New York Times	121,101	(1/85)
13.	Tulsa, OK	United Cable	118,893	(12/84)
14.	Rochester, NY	ATC	117,100	(12/84)
15.	Atlanta, GA	Prime Cable	116,023	(1/85)
16.	Baltimore County, MD	Comcast Cable	114,298	(1/85)
17.	Tidewater (Norfolk), VA	Cox Cable	112,350	(1/85)
18.	Erie County, NY	Prime Cable	112,046	(1/85)
19.	San Jose, CA	Gill Industries	106,785	(1/85)
20.	Memphis, TN	ATC	106,300	(12/84)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc	3,500,000	(2/85)
2.	American Television and Communications Corp.	2,500,000	(2/85)
3.	Group W Cable	2,009,000	(12/84)
4.	Cox Cable Communications	1,538,467	(1/85)
5.	Storer Cable Communications	1,471,000	(1/85)
6.	Warner Amex Cable Communications	1,196,000	(12/84)
7.	Times Mirror Cable Television	1,001,848	(12/84)
8.	Continental Cablevision	939,000	(10/84)
9.	Newhouse Broadcasting	890,762	(2/85)
10.	Viacom Cablevision	785,000	(10/84)
11.	United Cable Television	780,000	(12/84)
12.	UA Cablesystems Corp.	704,000	(1/85)
13.	Semmons Communications	652,400	(12/84)
14.	Rogers Cablesystems	595,766	(12/84)
15.	Cablevision Systems Development	560,000	(10/84)
16.	Comcast Cable Communications	472,512	(11/84)
17.	Heritage Communications	443,040	(1/85)
18.	Jones Intercable	431,672	(12/84)
19.	Telecable Corp.	427,885	(11/84)
20.	Capital Cities Cable	374,000	(1/85)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.